

REMITALL CAPTAIN JIM

Junior stock bull at Melbourne and top of the 1966 Canadian International Bull Sale. He weighed 1,955 pounds at 23 months.



MELBOURNE PEMBERTON

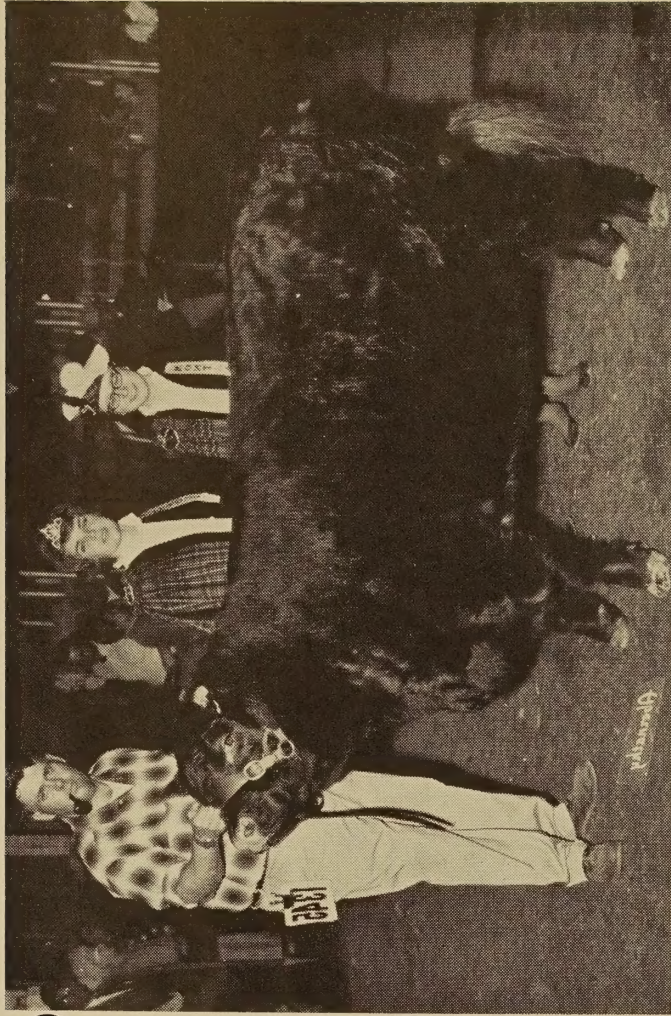
Junior stock bull at Melbourne. He combines the blood of Leveldale Basis, Basildon Premium and Calrossie Diamond.

Melbourne: the Magic Name in Shorthorns

1967 Shorthorn Calendar



MELBOURNE CRUISER by Basilton Premium was first-prize junior yearling and reserve senior champion at the International with Melbourne Pemberton, second in the same class. Cruiser is out of Leveldale Crocus 12th by Glamis Grenadier and sold in the Melbourne sale to Dewey Lunstra, Beaver Creek, Minn. Eddie Mackie is at the halter.



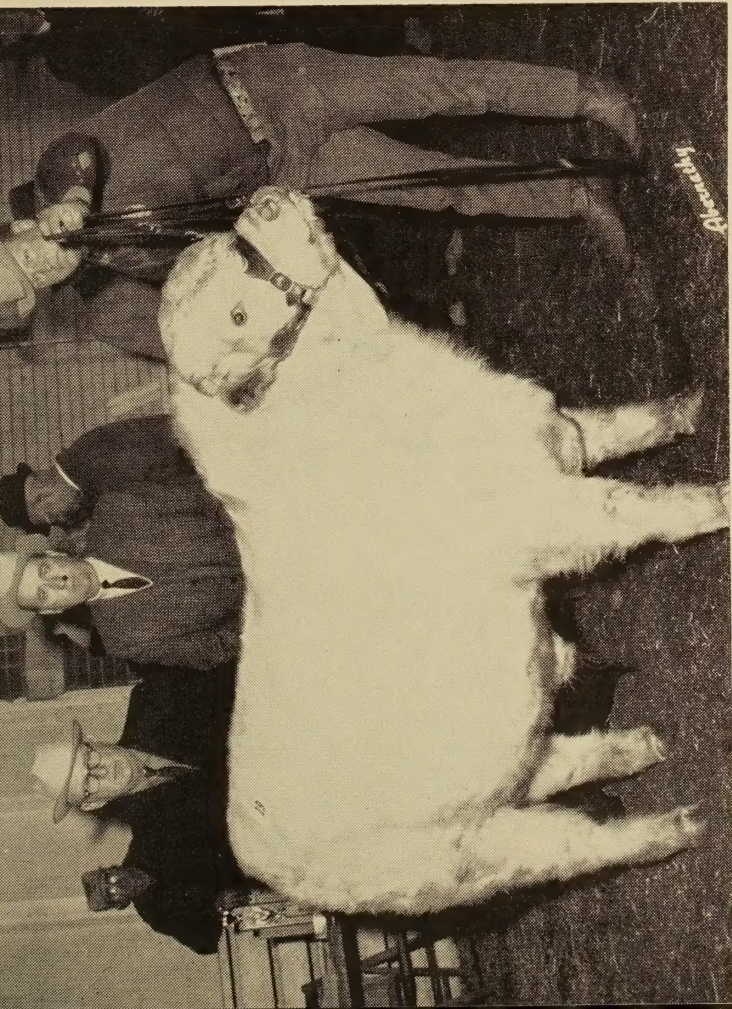
LEVELDALE AUGUSTA MARIE was reserve grand champion at the International Livestock Exposition for Melbourne Farm. Previously she had been grand champion at the Illinois State Fair and at the American Royal. She is by Calrossie Diamond that also sired Melbourne's 1964 International grand champion female and winning gel. Paul Potter is at the halter.

JANUARY 1967

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FEBRUARY 1967

S	M	T	W	T	F	S
			1 Sioux Empire Sale, Sioux Falls	2	3	4
5	6 KC Farms Sale, Kansas City	7	8	9	10	11
12	13	14	15 Dixie National Sale, Jackson, Miss.	16 Omaha Polled Shorthorn Sale	17 Omaha Shorthorn Sale	18 Brandon, Manitoba Bull Sale
19	20 Iowa Royal, Des Moines	21 Iowa Royal, Des Moines	22	23	24	25 Lewisfield Dis- persions, Char- lottesville, Va.
26	27	28				



Wernacres Notable, grand champion of the Illinois State Shorthorn Sale, was consigned by Louis Wernicke & Sons, Lena, Ill. He sold at the sale top of \$2,000 to R. E. Ellbert, Stratford, Iowa. L to R: Louis Wernicke, B. Hollis Hanson, judge, and Dale Wernicke. The bull is by International reserve grand champion Melbourne Augustine, used jointly by Melbourne and Wernacres.

Plan To Attend These Illinois Sales

Melbourne is pleased to recommend the following list of Shorthorn sales in Illinois to you. Many of the consignors at each sale are Melbourne customers and the get and service of well-known Melbourne stock bulls will be featured. Here is a chance to put the valuable Melbourne blood to work in your herd through the careful breeding programs of the Melbourne customers.

MARCH 4 — "Sale of Satisfied" Buyers, Galesburg.

MARCH 7 — Illinois Shorthorn State Show & Sale, Springfield.

MARCH 8 — Illinois Polled Shorthorn Show & Sale, Springfield.

SEPT. 7 — West Central Illinois Shorthorn Sale, Princeton.

NOV. 6 — Melbourne Farm Production Sale, Big Rock, with guest consignments from Leveledale, Shore Acres, Prairie Creek, Wernacres and Carusbrooke.

NOV. 7 — "Best of Midwest" Shorthorn Sale, St. Charles.

MARCH 1967

S	M	T	W	T	F	S
			1	2	3	4
					Montana Show, Billings	Galesburg, Illinois Sale Montana Sale, Billings
5	6	7	8	9	10	11
		Melbourne sells at Springfield, Ill.	Illinois Polled Sale, Springfield			Kentucky National, Louisville Hawkeye Downs Sale, Cedar Rapids
12	13	14	15	16	17	18
						Royalty Sale, Whitesville, Kentucky
19	20	21	22	23	24	25
	Polled Congress Show, Hutchinson, Ks.	Polled Congress Sale, Hutchinson, Ks.				Tennessee Sale, Lawrenceburg
26	27	28	29	30	31	
		Minnesota Sale, Appleton		Mid-Kansas Sale, Salina		

APRIL 1967

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
						Indiana Sale, Marion
9	10	11	12	13	14	15
16	17	18	19	20	21	22
	Mid-South Sale, Dumas, Ark.				Ashbourne Lone Star Sale, LaGrange, Ky.	Sutherland Sale, Prospect, Kentucky
23	24	25	26	27	28	29
						New York Sale, Jithaca
30						



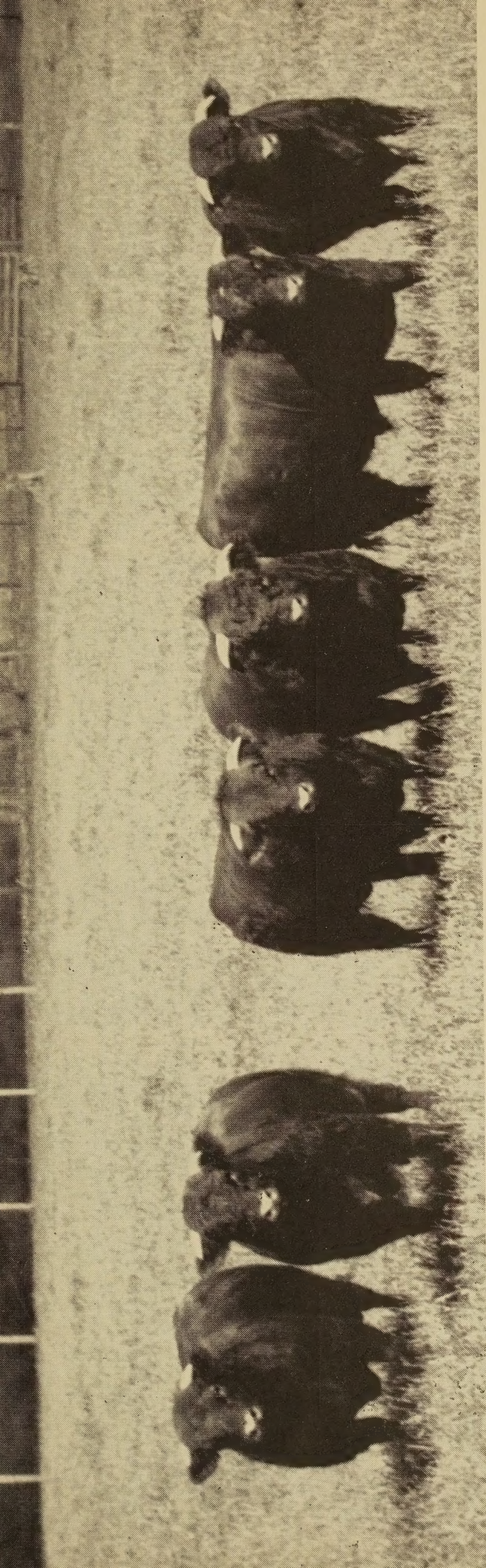
Anytime is a good time to visit beautiful Melbourne farm. You'll see many of the breed's most famous brood cows like those above. Plan to make the trip part of your 1967 travel plans.

MAY 1967

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			
						Fernwood Sale, Barrington, Illinois
						"Choice of Champions", Northfield, O.

JUNE 1967

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	



Most of the young bulls at Melbourne are developed outdoors, the year around, in the rolling pastures that surround the main farm. The yearlings pictured above were all sold in the 1966 fall sale to breeders from 14 states.

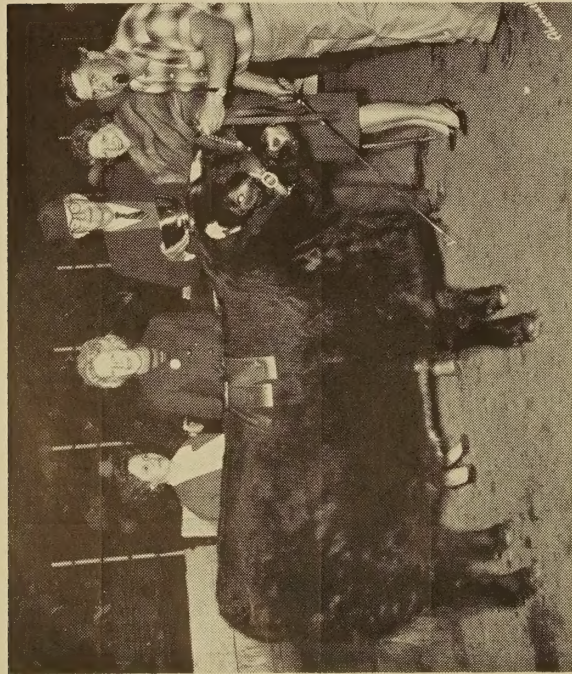
JULY 1967

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

AUGUST 1967

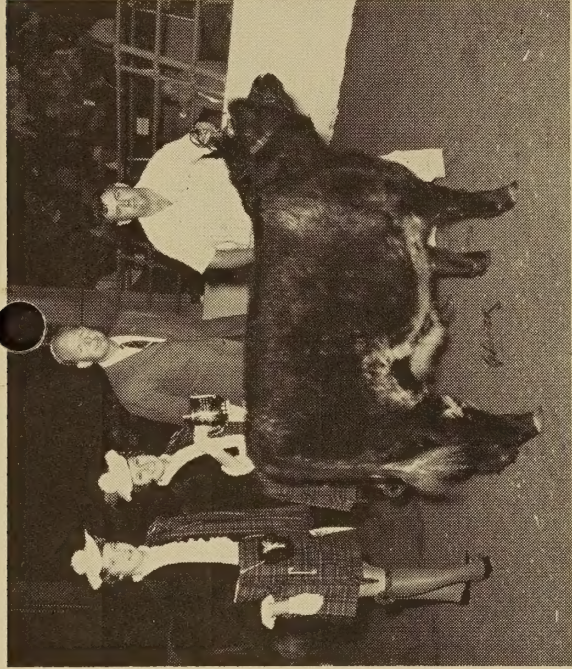
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Melbourne
shows at Illinois
State Fair



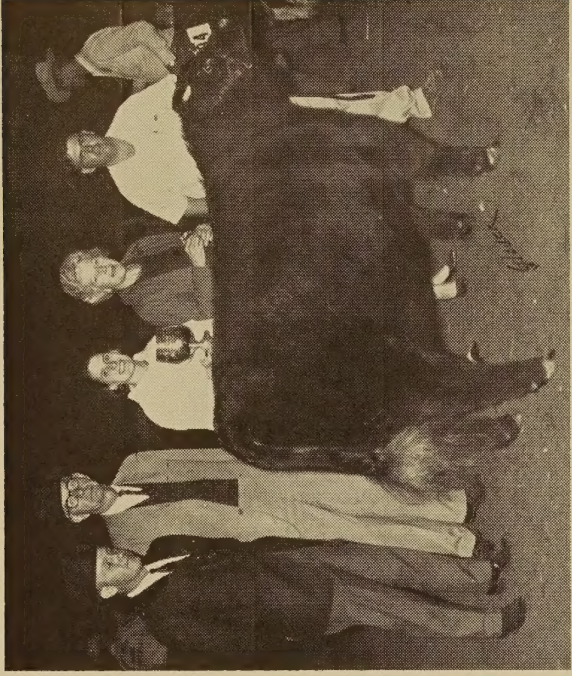
1964 American Royal Champion Female

Grand champion female of the 1964 American Royal was Melbourne's Missie by Calrossie Diamond that later went on to win the International grand championship.



1965 American Royal Champion Female

Grand champion female of the 1965 American Royal was Melbourne Missie Eliza by Basilidon Premium that later was the top-selling female of the year at \$3,700 to Fernwood Farm.



1966 American Royal Champion Female

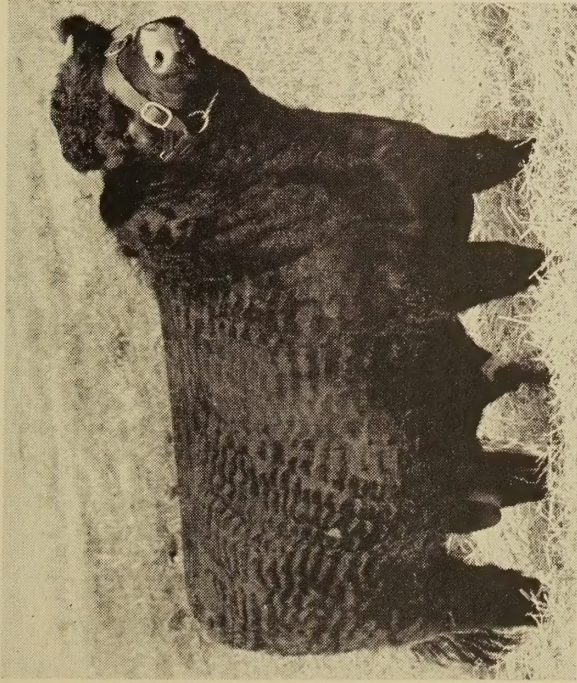
Grand champion female of the 1966 American Royal was Melbourne's Leveldale Augusta Marie by Calrossie Diamond. She later won reserve grand champion honors at the International.

SEPTEMBER 1967

S	M	T	W	T	F	S
					1	2
3	4	5	6	7 Princeton, Illinois, Sale	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23 Blue Ribbon Invitational, Noblesville, Ind.
24	25	26	27	28	29	30 Saragway Polled Sale, Montreal, Que.

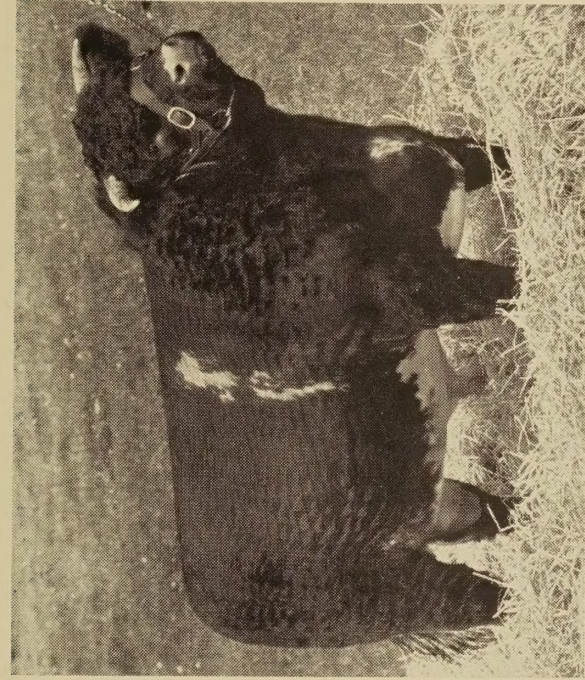
OCTOBER 1967

S	M	T	W	T	F	S
1	2 Aberfeldy Ethrick- Scotsdale Sale, Georgetown, Ont.	3	4	5	6	7 Michigan Invitational, Ashley
8	9 Thiede Sale Gregory, S. Dak. Bilmar Sale, Durand, Michigan	10	11	12 Salina, Kansas Sale Broadview Sale, Carrier Oklahoma	13	14
15	16 Melbourne shows at American Royal	17 Melbourne shows at American Royal	18	19	20 Southeastern Sale, Camilla, Ga.	21 Allendale Sale, Flesherton, Ontario
22	23 Louada Sale, Peterborough Ontario	24	25	26	27	28
29	30 Sutherland Polled Sale, Prospect, Ky.	31				



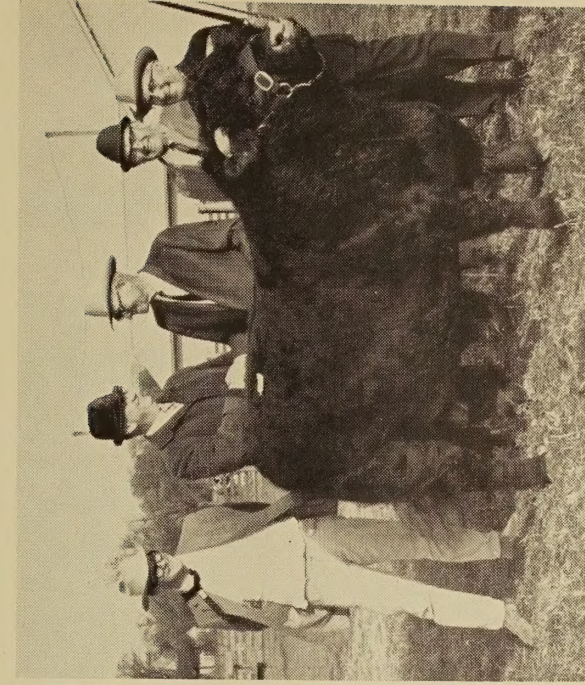
By Calrossie Diamond

Top-selling son of Calrossie Diamond in the 1966 Melbourne sale was Melbourne Adjutant, a full brother to the International reserve champion Leveldale Augusta Marie. He sold at \$2,750 to Joe Huckfeldt, Gordon, Neb.



By Basildon Premium

Top-selling son of Basildon Premium at the 1966 Melbourne sale was Melbourne Richmond out of Calrossie Rothes Jan, the dam of the International reserve champion Leveldale Richard. He sold for \$2,850 to Robert Raisbeck, Lancaster, Wis.



By Leveldale Peerless

Top-selling son of Leveldale Peerless for Leveldale, Mason City, Ill., in the 1966 Melbourne sale and top for the year in the U. S., was Leveldale Goodwill that brought \$6,300 for two-thirds interest from Tempel Farms, Wadsworth, Ill.

NOVEMBER 1967

S	M	T	W	T	F	S
5	6 MELBOURNE PRODUCTION SALE, Big Rock	7 "Best of Midwest", St. Charles, Ill.	8	9	10	11 Tennessee National, Nashville
12	13 Colomeadow Sale, Byers, Colorado	14 Strathore Sale, Oakville, Ontario	15	16	17	18
19	20	21	22	23	24	25
26	27	28 Melbourne shows at the International	29	30		

DECEMBER 1967

S	M	T	W	T	F	S
3	4	5 Ak-Sar-Ben Show, Omaha	6 Ak-Sar-Ben Sale, Omaha	7	8	9 Sangamon District Fair, Pawnee, Illinois
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

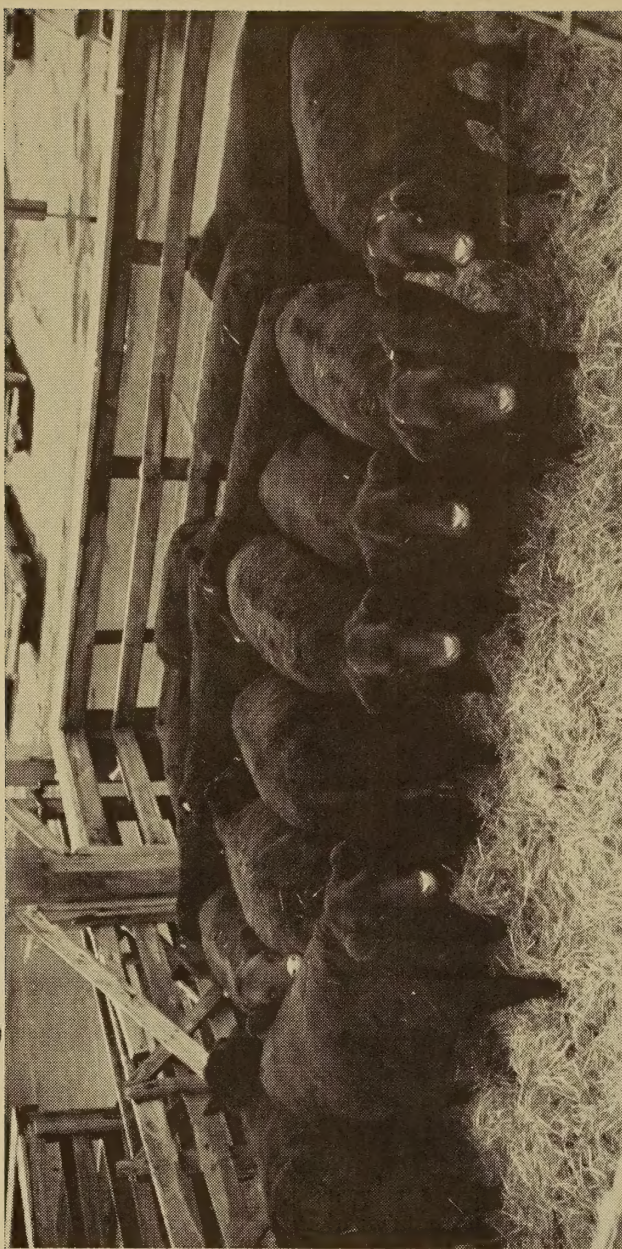
MELBOURNE SHORTHORNS: Carefully Bred to Meet Demands of the Future

MELBOURNE FARM is located in the center of one of the greatest cattle feeding areas of the world. On other farms owned by John Alexander & Sons in this area more than 2,000 head of quality cattle are fed each year . . . and have been since the early 1920's. While this doesn't make Melbourne unique in the business of producing superior breeding cattle to improve commercial cattle, it does provide them with daily contact with commercial cattle and an opportunity to observe the needs and the problems of the beef cattle industry.

It is not Melbourne's goal only to produce fancy show cattle, sell them at high prices, and receive all the attendant publicity. We hope through our purebred cattle and through our bulls going to commercial areas to further improve commercial beef cattle and to help solve some of the problems in that industry. We see thousands of calves come into the Midwest every fall weighing from 400 to 450 pounds at weaning. We see them fed for nearly 12 months, making an overall gain of 2.0 to 2.4 pounds a day. When the feeder of these cattle frequently receives three to five cents a pound less for his finished product than he paid for it, we know there is room for improvement for both the producer and the feeder.

First, is it possible to increase the weaning weight of these calves by 100 pounds? Yes, it is! But it's difficult to do so and retain high quality. However, you can select carefully those bulls that have matured early and yet have grown out to at least 1,800 pounds in average condition. You can mate them to cows of ample size and strength. You can still put those bulls under the test of showing standards. Thus we feel the weaning weight of calves can be increased 100 pounds without sacrificing quality, thereby making an increase of \$25 to \$35 a head in the income of the commercial cow man.

Second, it is possible to produce cattle that will consume a ration high in roughage to make a cheap but rapid gain which gives more profit to the all-important feeder of commercial beef. Certainly, a 20 per cent gain increase during the feeding period will make a great increase in the profit of the feeder. Melbourne believes this is possible by selecting bulls and females of size and substance, feeding them well under conditions not too



The proof of any breeding program is in the success of the finished steers it produces. Those above from one of the Alexander farms in Kane County, Illinois, took first-prize honors at the International Livestock Exposition.

different than subsequent generations of commercial cattle. Fast and inexpensive gains are the best answer to rising costs. This is the one area where the beef cattle producer can overcome government controls, consumer demands, and the many other factors that determine fed cattle prices.

Third, does this mean that we should produce cattle strictly by use of pencil, scale and mortarboard? Do the weight of the calf at weaning, the cost of gain, and the rate of gain constitute the only areas where we should be concerned? Certainly not! Quality is still the key to success in the production of registered cattle. The purebred cattleman is the scientist of the cattle industry. Through his improvements, the entire industry is improved.

We invite you to visit Melbourne. We don't have all

the answers, nor are we able to produce every animal to our standards, but each generation brings us another step closer to our eventual goals. We will continue to exhibit our cattle at major shows to insure keeping their quality at the same high standards and to compare them with the best in the land. We will continue to keep weights on our bulls and to work for increases in weaning and yearling weights. We will continue to raise our cattle under conditions favorable to transmitting these qualities on to future generations of commercial cattle.

We are aware that this is a long-term project and that many phases may not be financially rewarded, but we sincerely hope that we can help take a giant stride forward in beef cattle improvement for several approaching generations.

Melbourne: the Magic Name in Shorthorns

SECOND ANNUAL PRODUCTION SALE, MONDAY, NOVEMBER 6, 1967

MELBOURNE

John Alexander & Sons

Big Rock, Illinois

LEVELDALE

Les & Gene Mathers

Mason City, Illinois

SHORE ACRES

Arnold & Brooks

Sterling, Illinois

PRAIRIE CREEK

J. E. "Mike" Klokenga

Emden, Illinois

WERNACRES

Louis Wernicke & Sons

Lena, Illinois

CARUSBROOKE

Peru,

Illinois